

Fig. 1

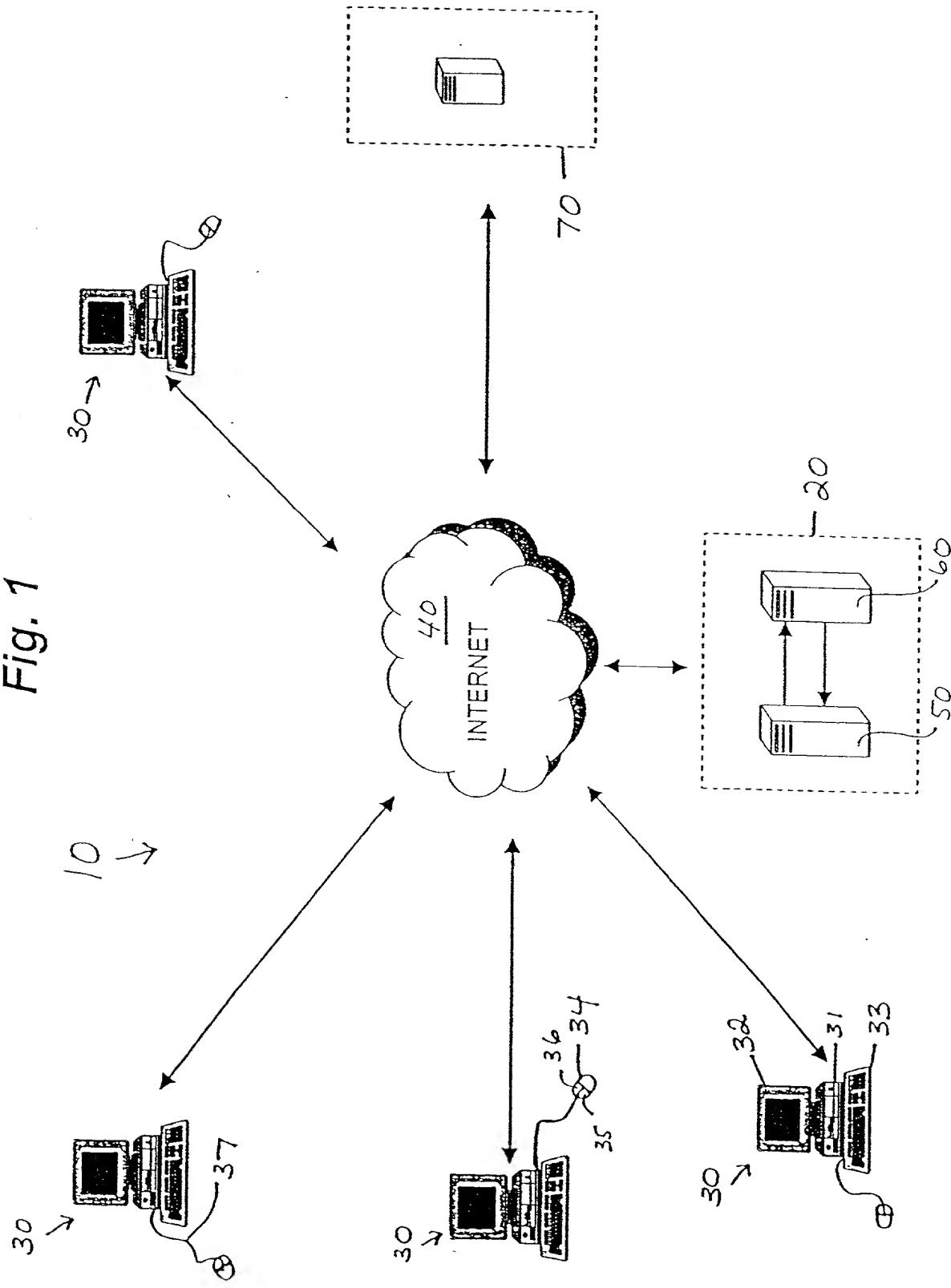


Fig. 2

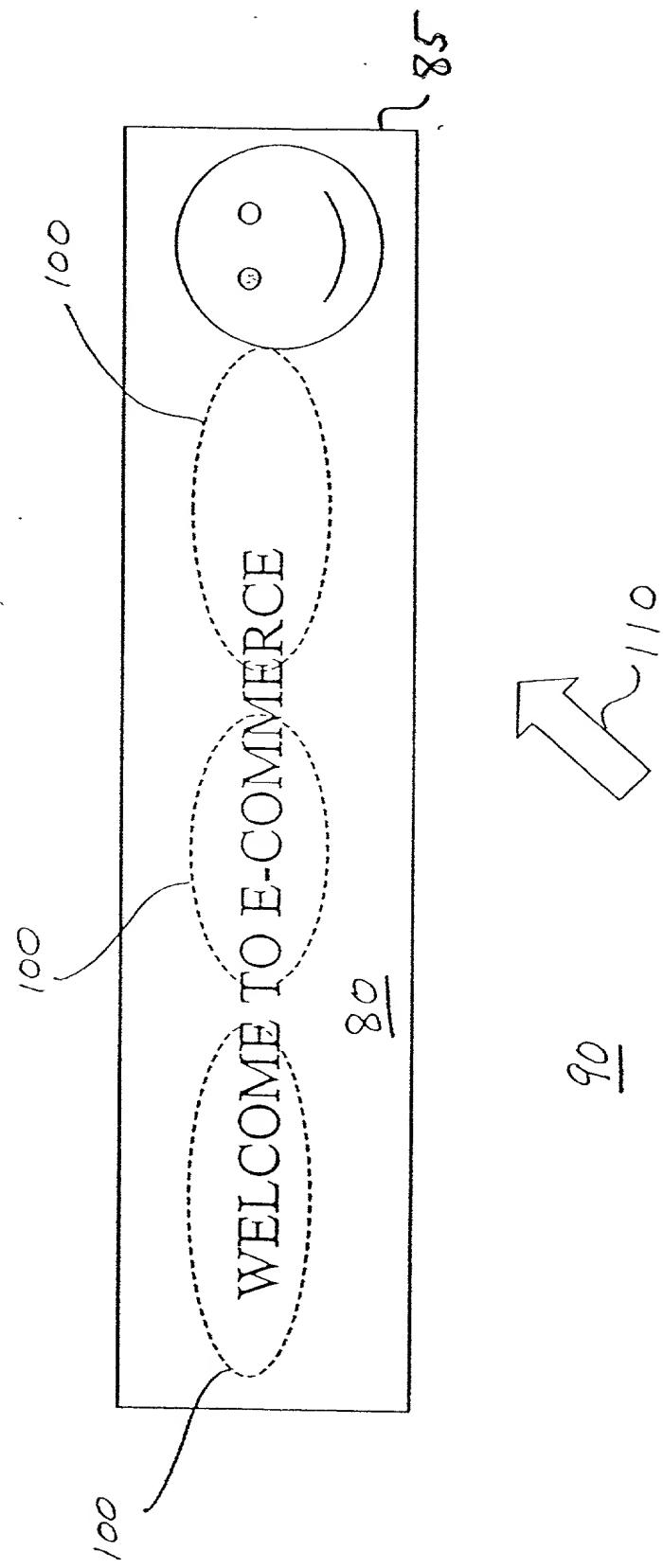
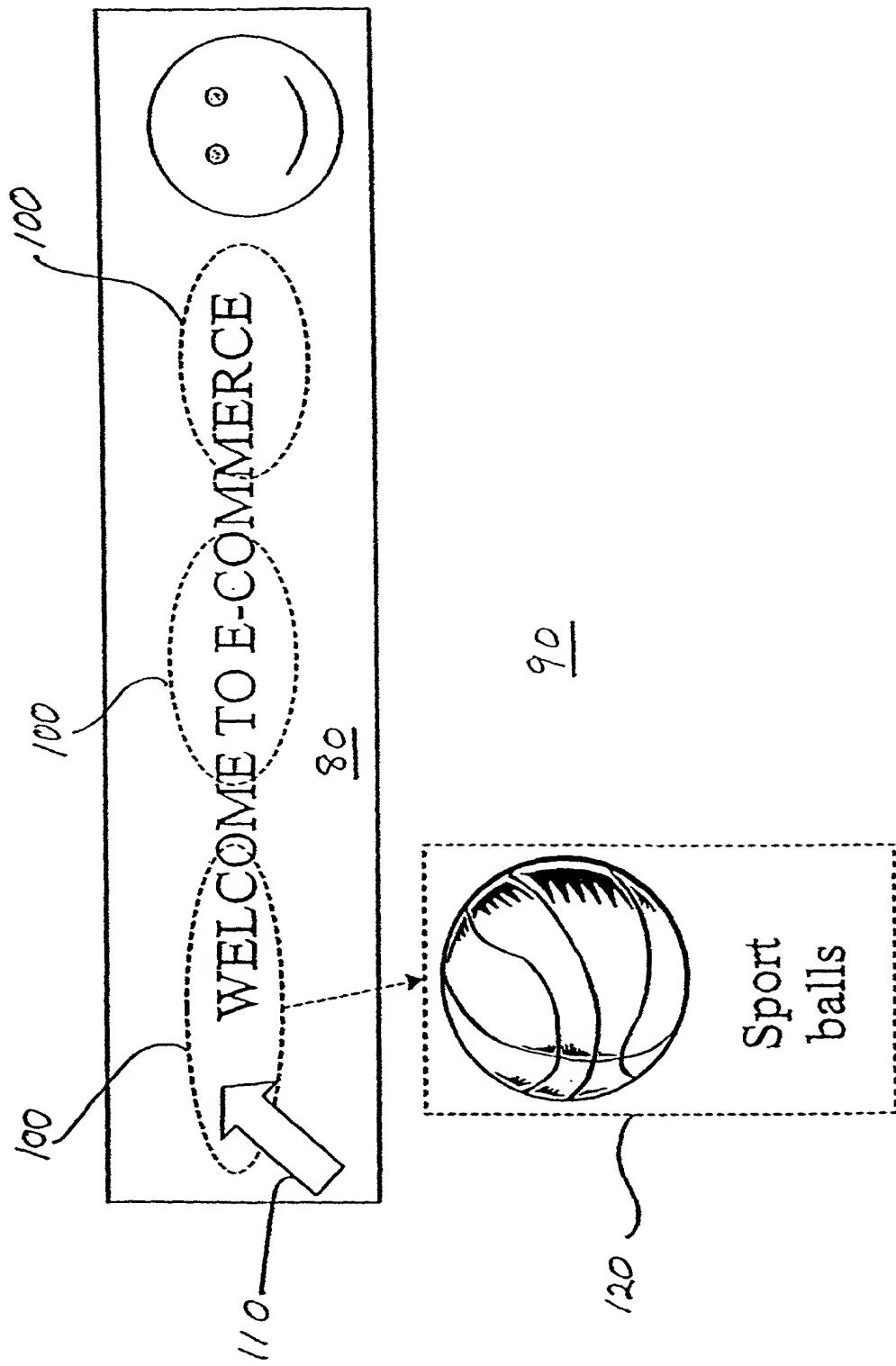


Fig. 3



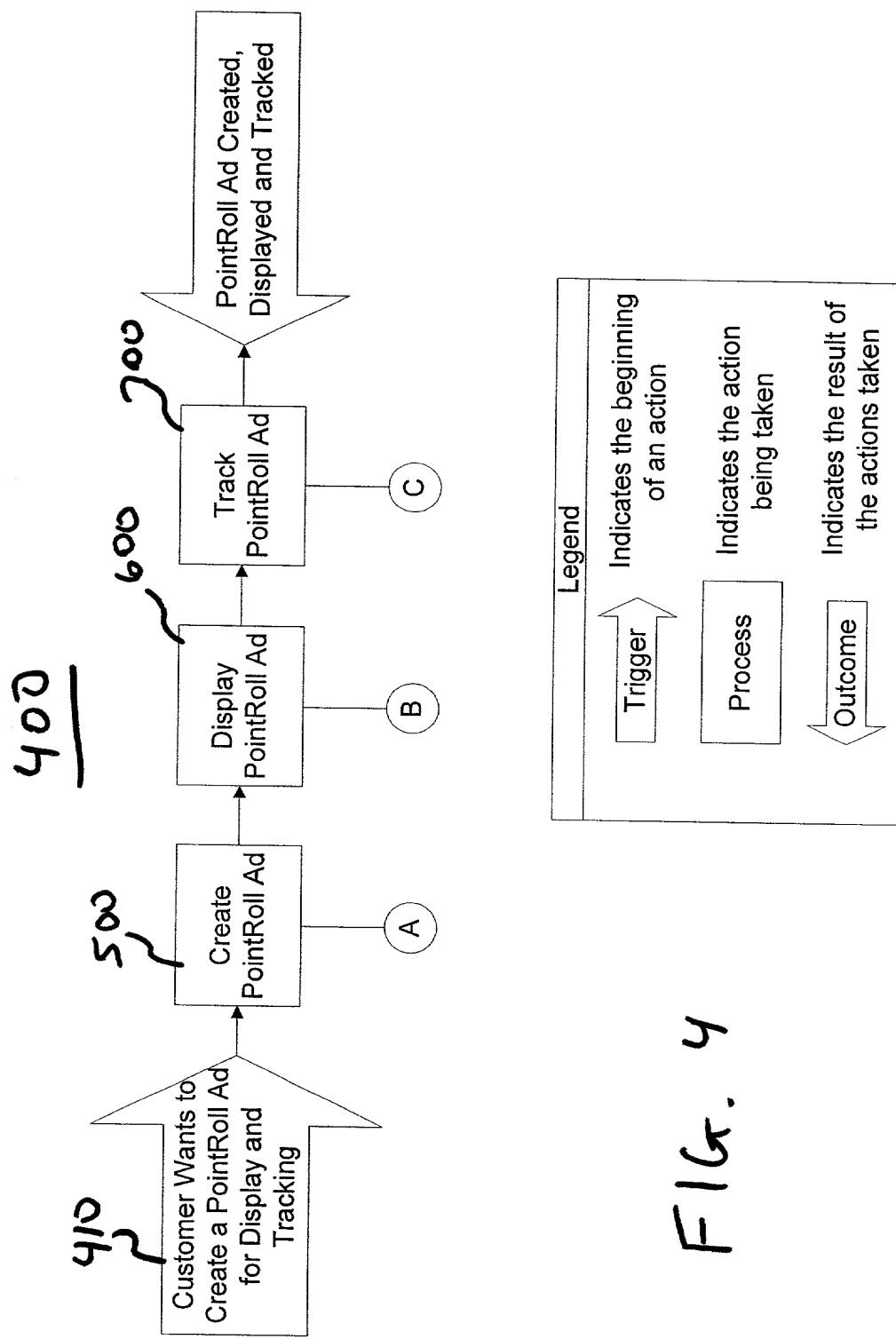


Fig. 4

PointRoll Administration Tool Overview

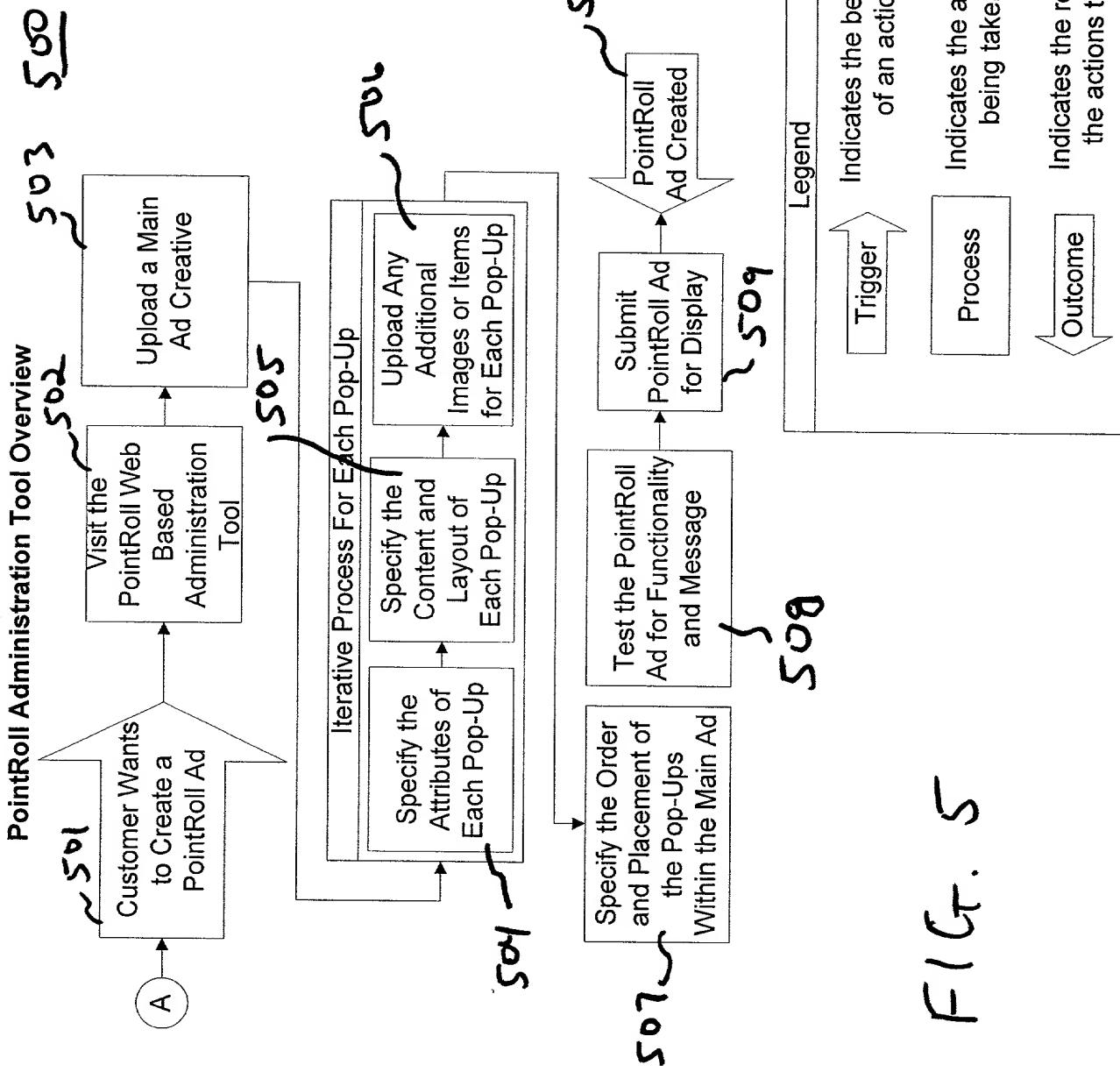
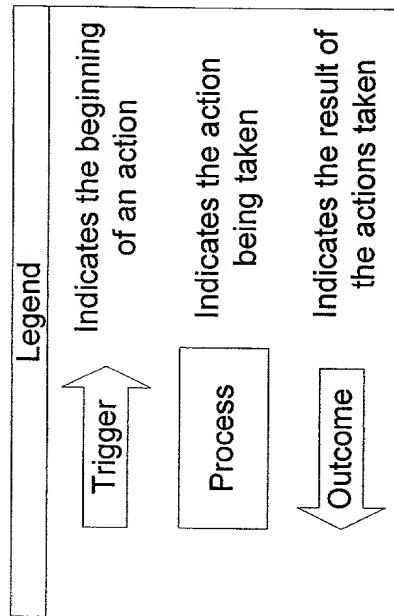
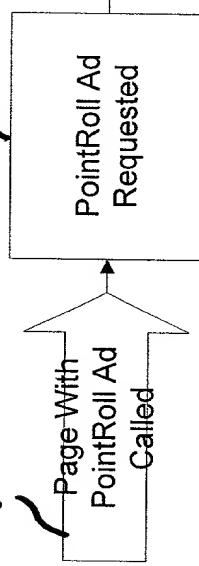


Fig. 5

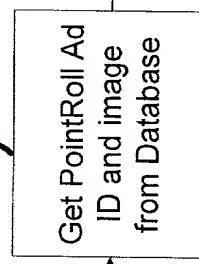


B Display PointRoll Ad - 1

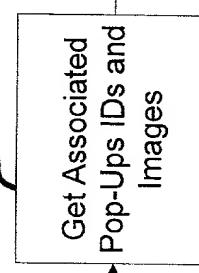
601



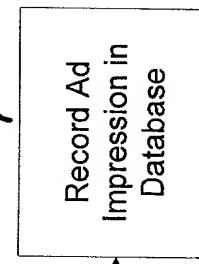
602



603



600



605

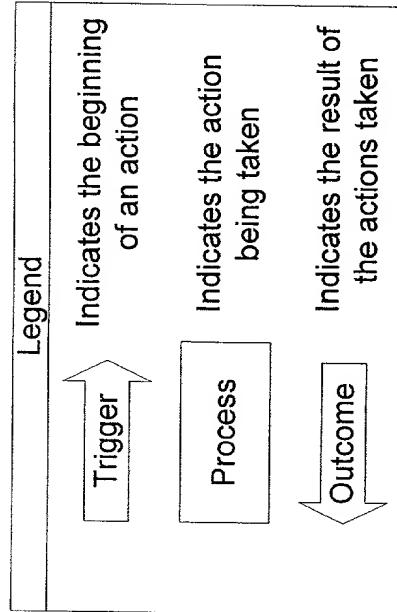
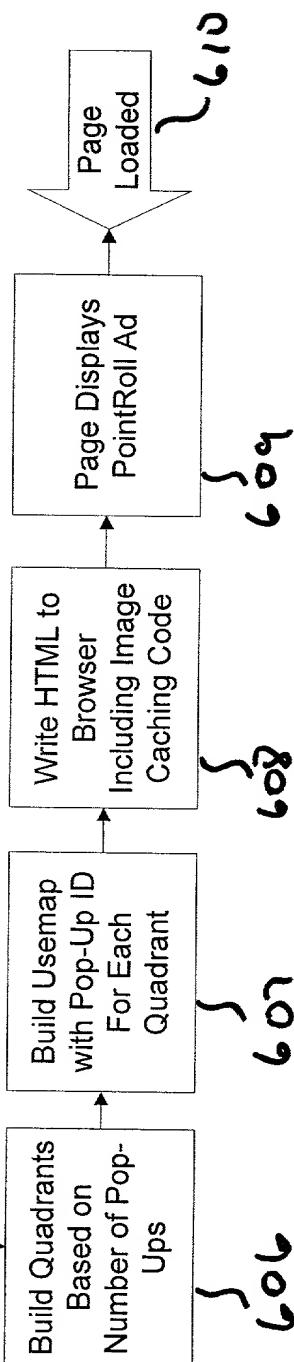


Fig. 6A

Display PointRoll Ad - 2

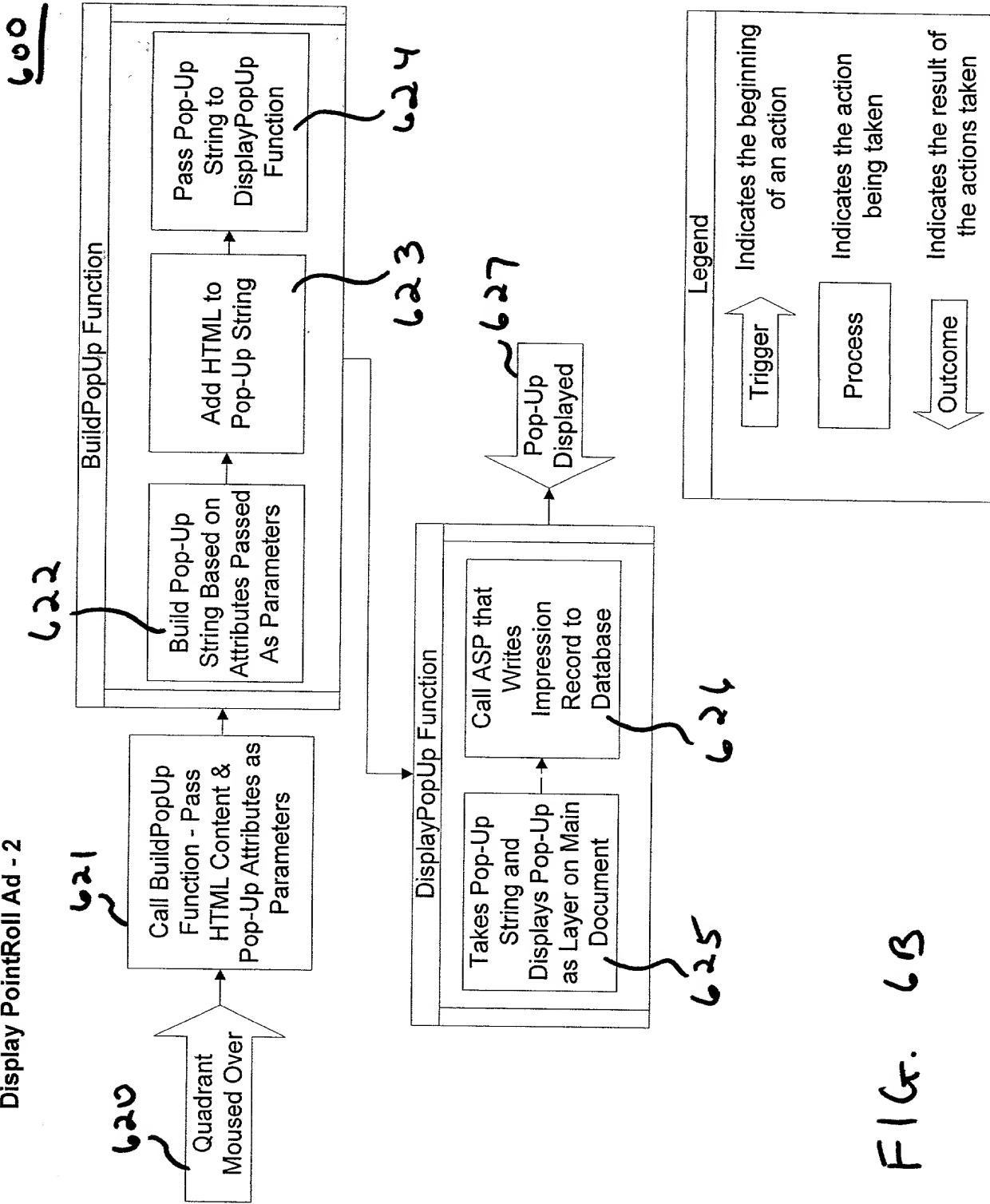


Fig. 63

Display PointRoll Ad - 3

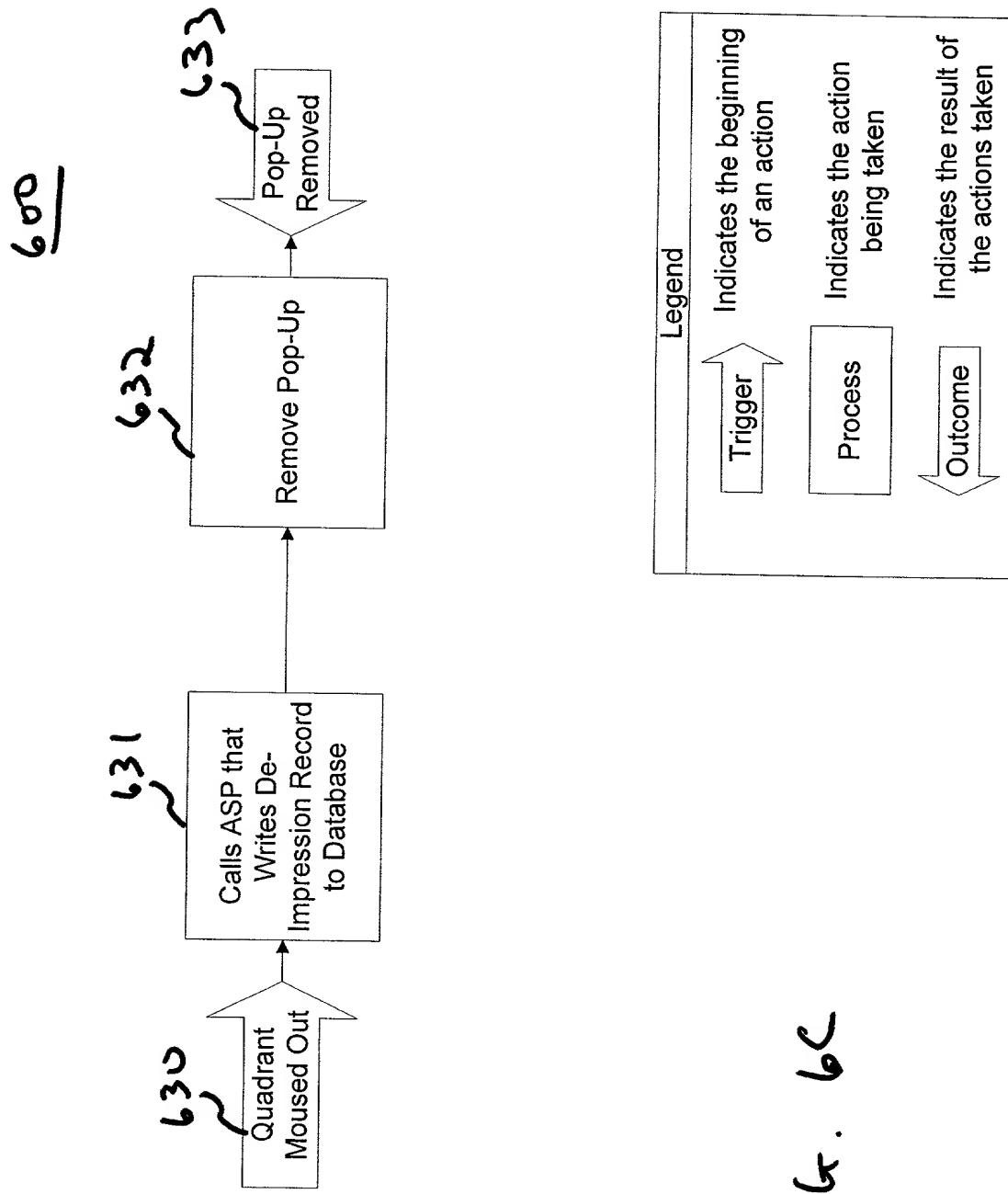


Fig. 6c

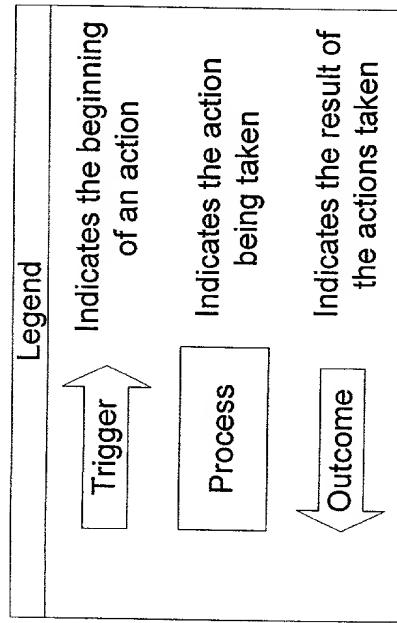
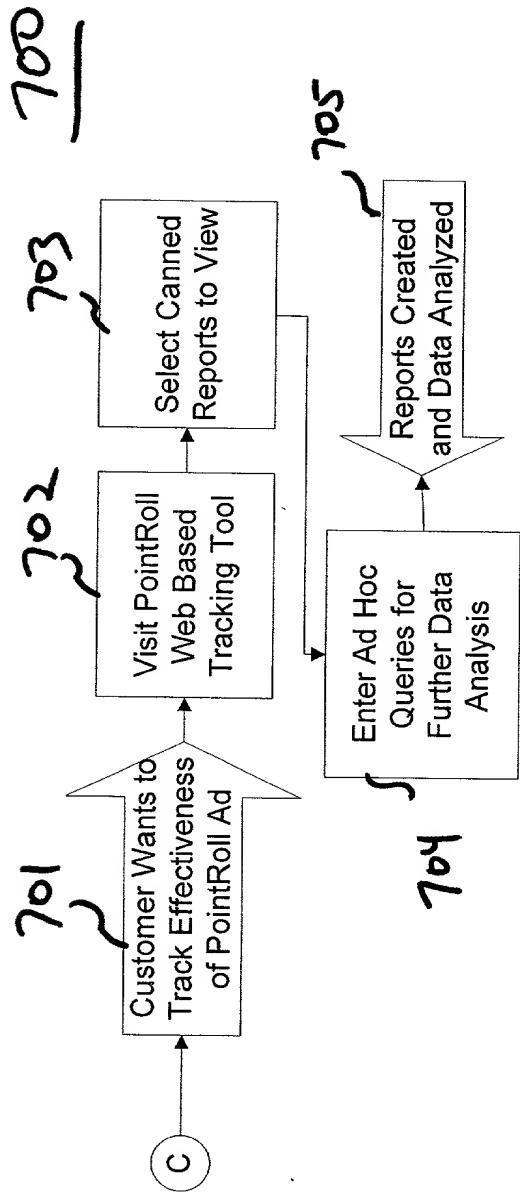
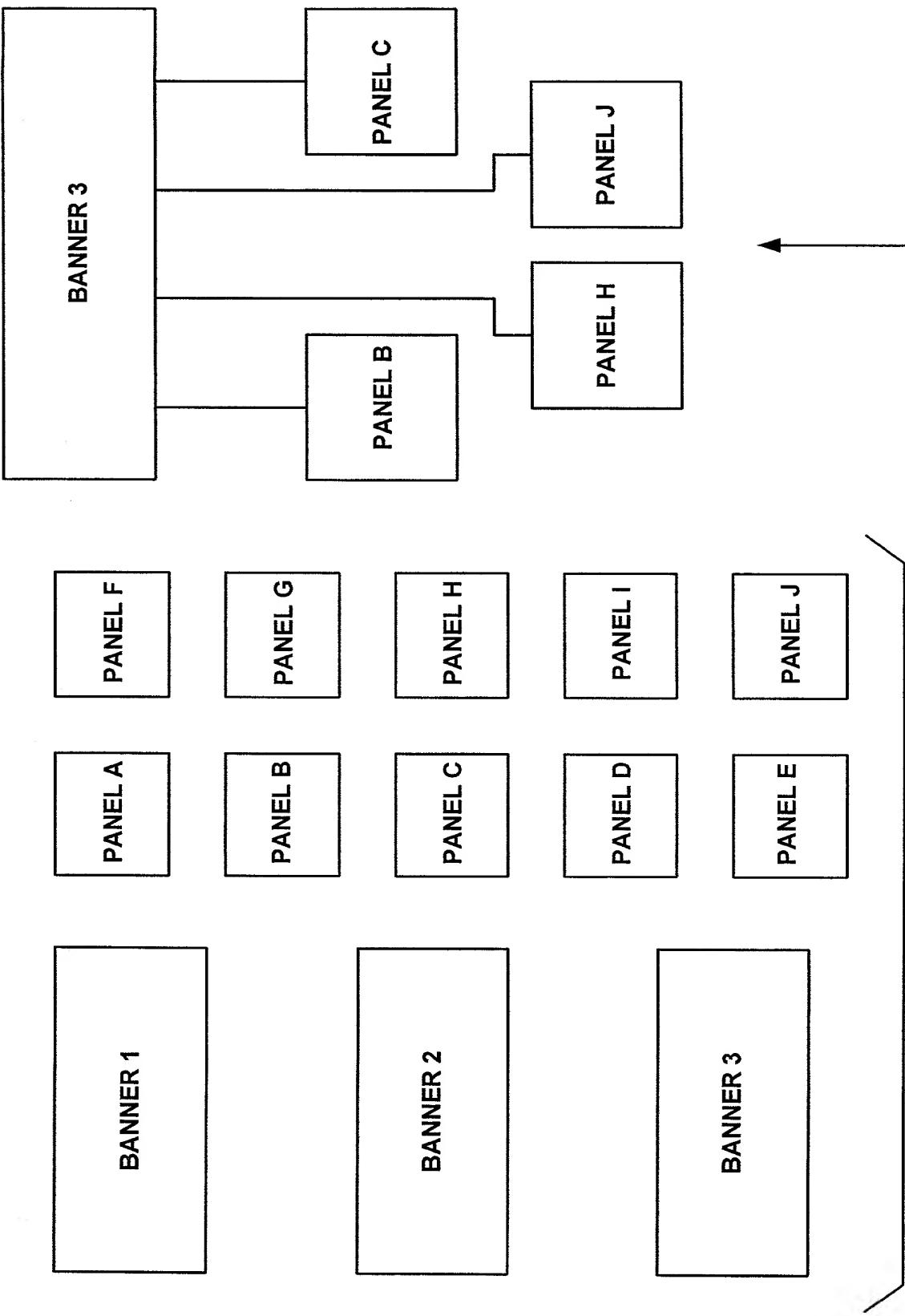
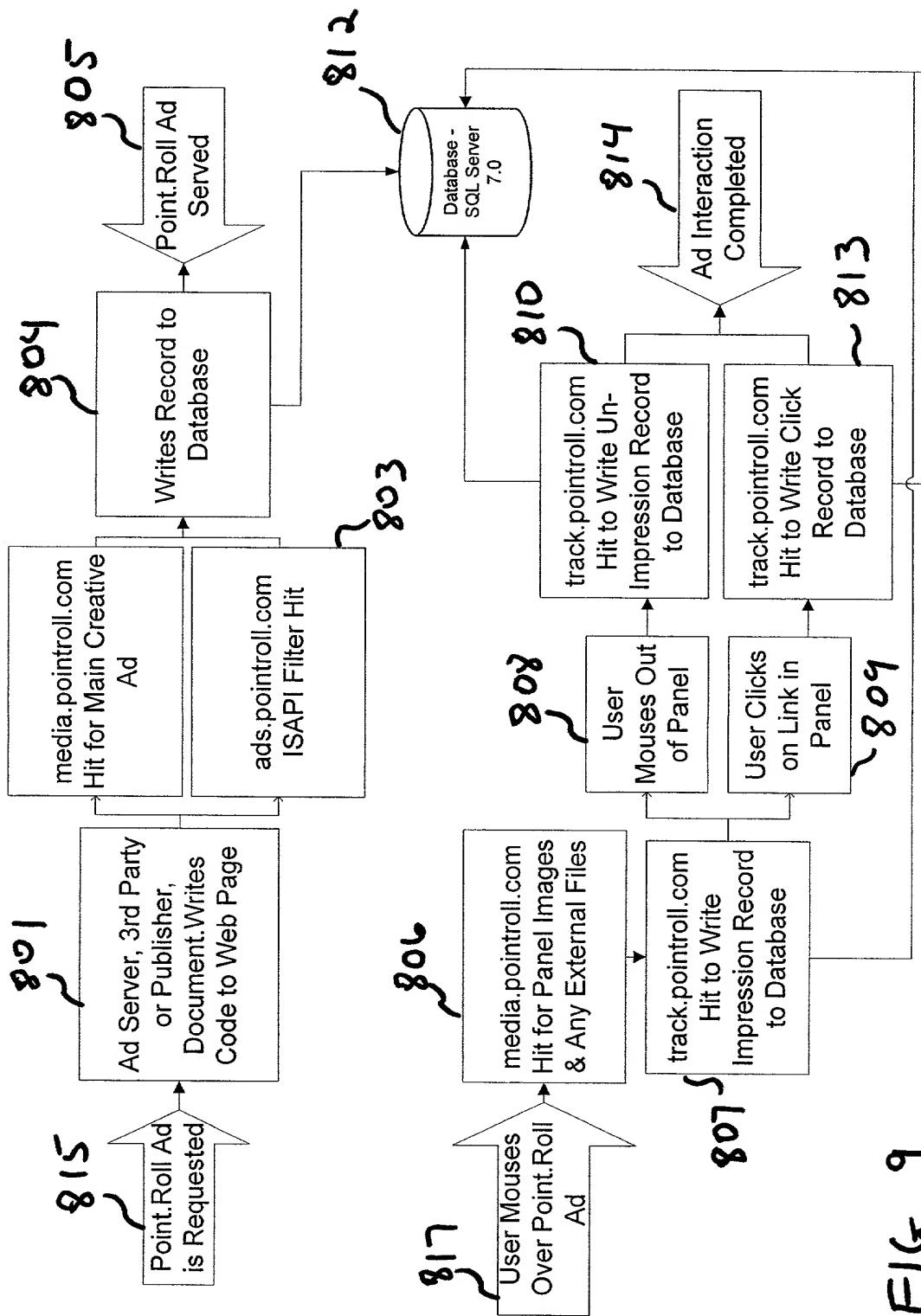


FIG. 8



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Process Flow



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Fig.

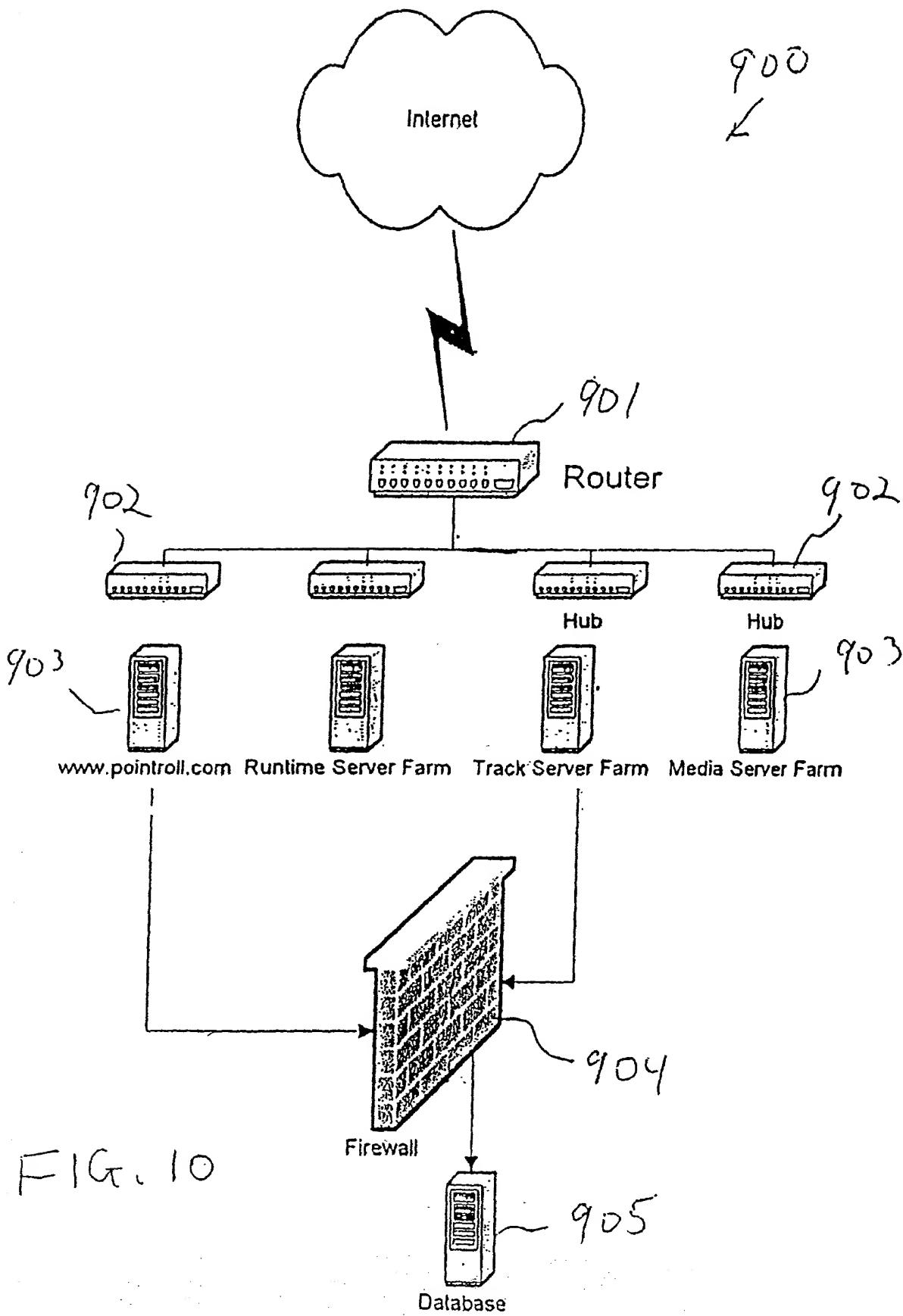


FIG. 10

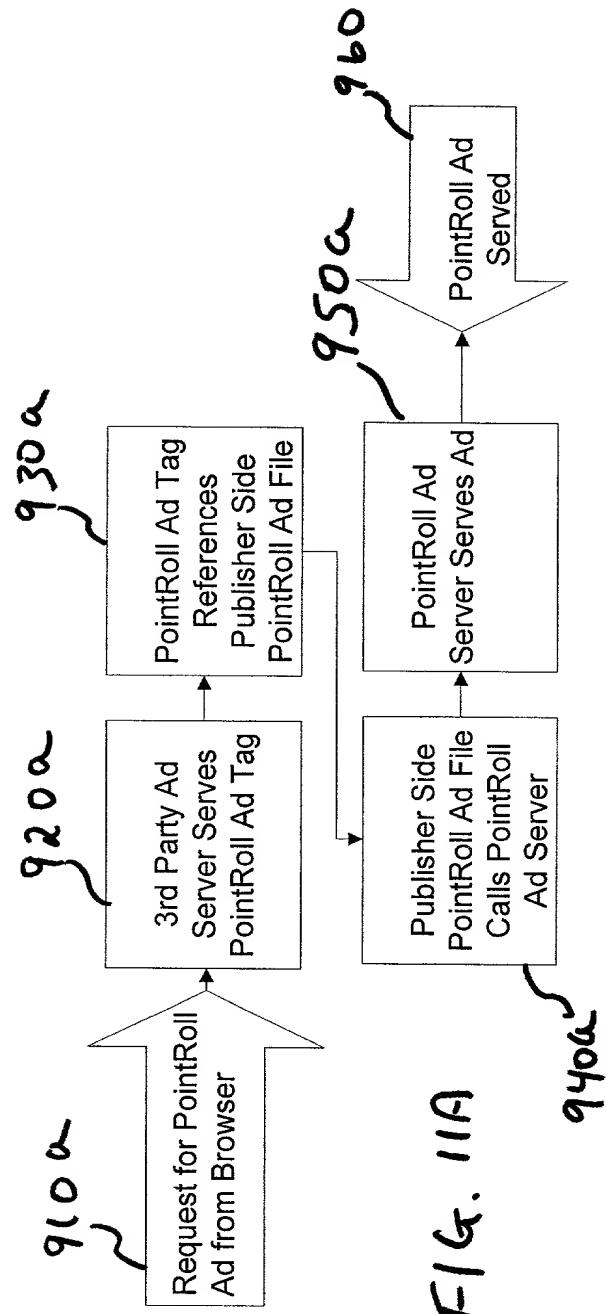


Fig. 11A

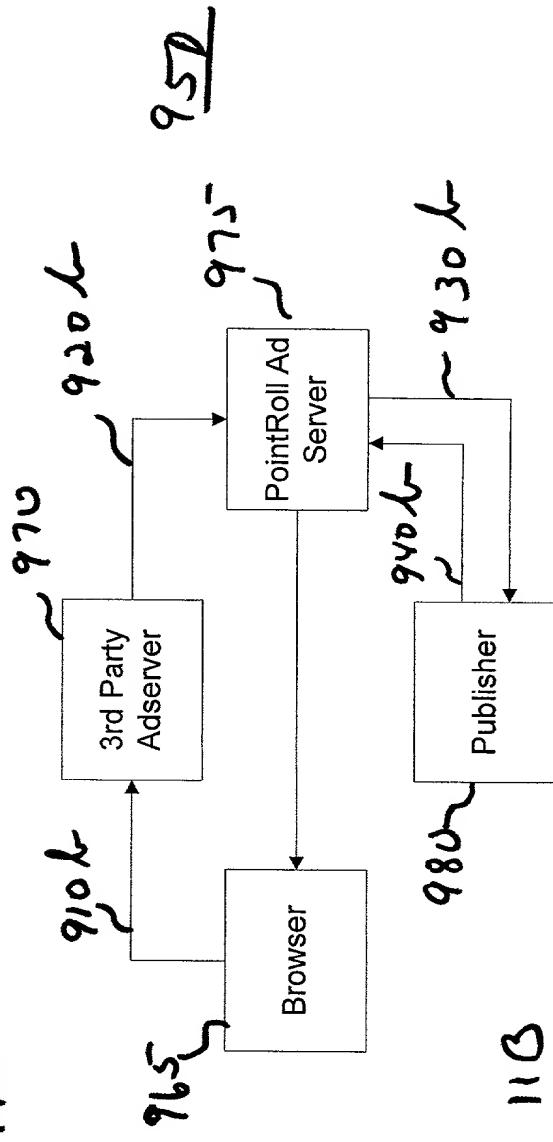


Fig. 11B